

In the Claims

This listing of claims will replace all prior versions and listings of claims in the application:

1 1. (Currently Amended) A system for user recognition and
2 customized content provisioning, the system comprising:
3 a remote control device having a plurality of control keys,
4 the remote control device including a fingerprint sensor embedded
5 in one of said control keys, whereby activation of said one of said
6 control keys reads fingerprint data of a user's finger, said
7 control keys including at least some control keys disposed in a
8 thumb actuated cross configuration, and wherein said fingerprint
9 sensor is integrated within a middle portion of the thumb operated
10 cross configuration; and
11 an apparatus capable of presenting customized content to the
12 user controllable by activation of said plurality of control keys,
13 the customized content selected dependent upon said fingerprint
14 data of the user's finger.

2 to 9. (Canceled)

1 10. (Currently Amended) An apparatus for content provisioning
2 comprising:
3 means for acquiring data related to a user without active user
4 input or participation, the means for acquiring data including a
5 remote control device having a plurality of control keys and a
6 fingerprint sensor embedded in one of the control keys, whereby
7 activation of said one of said control keys reads fingerprint data
8 of a user's finger, said control keys including at least some
9 control keys disposed in a thumb actuated cross configuration, and
10 said fingerprint sensor is integrated within a middle portion of
11 the thumb operated cross configuration; and

12 means for presenting customized content to the user
13 controllable by activation of said plurality of control keys, said
14 customized content selected in response to said fingerprint data of
15 the user's finger.

11. (Canceled)

1 12. (Currently Amended) A television system comprising:
2 a remote control device having a plurality of control keys,
3 the remote control device including a fingerprint sensor embedded
4 in one of said control keys, whereby activation of said one of said
5 control keys reads fingerprint data of a user's finger, said
6 control keys including at least some control keys disposed in a
7 thumb actuated cross configuration, and said fingerprint sensor is
8 integrated within a middle portion of the thumb operated cross
9 configuration;
10 a processor communicatively coupled to the remote control
11 device, the determining characteristics of the user based upon the
12 fingerprint data; and
13 a display providing content to be viewed by the user, the
14 content being customized for the user based upon the
15 characteristics determined by the processor.

13 to 28. (Canceled)

1 29. (Currently Amended) A remote control device comprising:
2 a housing;
3 electronic circuitry disposed within the housing;
4 a signal transmitter disposed within the housing;
5 a plurality of control keys disposed on an outer surface of
6 the housing, at least some of the control keys operable by hand and
7 at least some control keys disposed in a thumb actuated cross
8 configuration; and

9 a fingerprint sensor ~~embedded in one of the~~ integrated within
10 a middle portion of the thumb operated cross configuration control
11 keys.

30 to 33. (Canceled)

1 34. (Currently Amended) ~~The A remote control device of claim 29~~
2 ~~wherein~~ comprising:

3 a housing;
4 electronic circuitry disposed within the housing;
5 a signal transmitter disposed within the housing;
6 a plurality of control keys disposed on an outer surface of
7 the housing, at least some of the control keys operable by hand,
8 the control keys ~~include~~ including an activation key operable to
9 activate the remote control device; and

10 ~~the~~ a fingerprint sensor is embedded in integrated within the
11 activation key.

35 to 45. (Canceled)

1 46. (Currently Amended) ~~The A system of claim 1 wherein~~ for user
2 recognition and customized content provisioning, the system
3 comprising:

4 ~~said~~ a remote control device wherein having a plurality of
5 control keys, the remote control device including a fingerprint
6 sensor embedded in one of said control keys, whereby activation of
7 said one of said control keys reads fingerprint data of a user's
8 finger, said control keys include an activation key operable to
9 activate the remote control device, and said fingerprint sensor is
10 embedded in the activation key; and

11 an apparatus capable of presenting customized content to the
12 user controllable by activation of said plurality of control keys,

13 the customized content selected dependent upon said fingerprint
14 data of the user's finger.

47 to 48. (Canceled)

1 49. (Currently Amended) ~~The~~ An apparatus of claim 10 wherein for
2 content provisioning comprising:

3 ~~said~~ means for acquiring data related to a user without active
4 user input or participation, the means for acquiring data including
5 a remote control device wherein having a plurality of control keys
6 and a fingerprint sensor embedded in one of the control keys,
7 whereby activation of said one of said control keys reads
8 fingerprint data of a user's finger, said control keys include an
9 activation key operable to activate the remote control device, and
10 said fingerprint sensor is embedded in the activation key.

50 and 51. (Canceled)

1 52. (Currently Amended) ~~The~~ A television system of claim 12
2 wherein comprising:

3 ~~said~~ a remote control device wherein having a plurality of
4 control keys, the remote control device including a fingerprint
5 sensor embedded in one of said control keys, whereby activation of
6 said one of said control keys reads fingerprint data of a user's
7 finger, said control keys include an activation key operable to
8 activate the remote control device, and said fingerprint sensor is
9 embedded in the activation key;

10 a processor communicatively coupled to the remote control
11 device, the determining characteristics of the user based upon the
12 fingerprint data; and

13 a display providing content to be viewed by the user, the
14 content being customized for the user based upon the
15 characteristics determined by the processor.

53 and 54. (Canceled)